

NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 10/25/91

PM						COMPETITIVE		
<u>NATIONAL/REGIONAL</u>	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE			<u>NATIONAL/REGIONAL</u>	RETAIL	SHARE MONTHLY SHIPMENT
			WEEK	4 WK	CUME			
Marlboro Medium	82.89	1.7 *	0.87	1.36	1.99	Camel Ultra Lights	0.4 *	0.2
Bristol	151.50	1.3 *	1.59	1.56	1.46	Misty	0.6 *	0.6
Bucks	18.22	0.5 *	0.19	0.27	0.49	Sterling (SG)	0.3 *	0.7
Cambridge Lowest	11.25	0.2 *	0.12	0.10	0.21	Bull Durham	0.2 *	0.2
Bristol Lowest (Reg 2)	1.15	0.1 *	0.06	0.04	0.13	Capri 120's	0.2 *	0.2
Commander (Reg 1,3,4,5)	1.94	0.1 *	0.03	0.05	0.08	Magna (SG)	0.6 *	0.7
						Camel 99	0.4 *	0.2
						Winston Ultra Box	0.2 *	0.1
<u>TEST MARKET</u>								
B&H De-Nic – Arizona	0.10		0.11	0.14	0.49	<u>TEST MARKET</u>		
Marlboro Ultra Lights						<u>Horizon</u>		
Indianapolis (B/W)	1.27		1.19	1.15	1.15	Atlanta	0.5 #	0.1
Portland (R/C)	0.94		0.76	0.64	0.66	St. Louis	0.5 #	0.1
Nashville (R/W)	0.59		0.79	0.85	1.20	Dallas	0.7 #	0.1
Bucks						<u>Dakota</u>		
Arizona	0.12		0.10	0.18	0.61	Houston (85's & 100's)	0.3 **	LT 0.1
Birmingham	0.35		0.37	0.39	0.60	Nashville (85's & 100's)	0.2 #	0.1
						Arizona (Slide Box 85's)		0.1
# Retail Audit						<u>Style</u>		
* New Nielsen						Hartford (FM)	LT 0.1 ***	--
** Convenience Scanning						New Orleans (PV)	0.4 #	0.1
						<u>Newport Half Pack</u>		
						Mississippi/Louisiana	0.5 *	0.4
						<u>Belair (SG)</u>		
						Maine	0.8 #	0.3
						<u>Newport Lts</u>		
						Michigan		1.0
***** Scanning Supermarkets								
*** ICC								

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